



SANTA ANA DISTRICT NEWSLETTER

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OCSBDC In The LA Times

One of SBA's key resource partners, the [Orange County Small Business Development Center](#), was featured earlier this week in the [Los Angeles Times - OC Edition](#).

The article points out the fact that the SBDC is having a busy season as current and future business owners receive one-on-one counseling sessions and attend training seminars to better position themselves for success, especially during these slower economic times.

The link to the article can be found [here](#).

A big 'thanks!' goes out to Leila Mozafarri and her entire team for the work they are doing to educate Orange County's entrepreneurs!

State Of The City Season

Many cities will present their annual State of the City address in the upcoming weeks. These addresses provide a way for the mayor to discuss a city's accomplishments and plans and goals for the future.

It also gives those in attendance the opportunity to meet members of the city's business community and learn about key projects and events happening in the city.

SBA staff look forward to attending State of the City events throughout the district and are interested in learning what plans are in place to help the small business community.

[Contact me](#) to find out when and where your city is hosting its State of the City Address.

Join Our
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Ring In The New Year With 10 Resolutions!



The Orange County SCORE Women in Business Breakfast series has planned another great event to help you ring in the New Year.

Join SCORE 114 on January 16 at the Center Club in Costa Mesa, to hear Dr. Deborah Gaut share ten New Years' resolutions that you can easily make (and keep!) to enhance your company's image, build loyal relationships with customers, and create word-of-mouth buzz for your company.

If you want to NETWORK and share ideas, experiences and advice with other women in a variety of service and product businesses, DISCOVER the variety of available services and resources provided by SCORE and their partners to enhance or help you start your business and SHARE your knowledge and experience through the opportunity of exhibiting at the breakfast...join us!

Deborah is the author of three best-selling communication textbooks and has 20 years of training and consulting experience in business and industry. She is the President of OnYourMark! Communications, Inc., and co-founder of the California Institute for Veterans Studies.

The Women in Business breakfast will be held on Friday, January 16, from 7:30AM to 10:00AM (registration starts at 7:00AM) at the Center Club, 650 Town Center Drive, Costa Mesa (free valet parking located just past the ticket office for the OC Performing Arts). The cost for the breakfast is \$30.00 advanced registration, \$35.00 at the door. Add an additional \$35.00 to reserve an exhibit table. Sign up on the SCORE website, www.score114.org, to reserve your space as seating is limited.

TriTech SBDC Hits And Exceeds Its Goals

By Jill Andrews

The [TriTech Small Business Development Center](#), hosted by Riverside Community College, has just reported Economic Impacts of over \$33 MM this year, exceeding their 2008 goals by \$28 MM.

TriTech SBDC works with high tech, high growth clients in three counties. The counselors offer their clients services such as restructuring, planning, new product launch and access to investors who fund high tech firms and develop exit strategies for profitable companies.

Center Director, Mark Mitchell, attributes the success and growth of TriTech to the quality of the counselors he has been able to recruit.

The counselors have a wide range of experience in law, commercial banking, food service, package delivery services, printing and publications, and digital communications. Not all of the services provided require huge investments or owner capital; TriTech counselors also provide business growth and expansion strategies for organic growth and boot strapping.

TriTech is managed by Mark Mitchell, under a contract with California State University Fullerton. He can be contacted by calling 951.571.6477.

A Look Back At INPRO 2008

The [33rd Annual Indian Progress in Business Event \(INPRO\)](#) took place September 11 & 12 at the Pechanga Resort & Casino in Temecula. This premier event is presented by the [National Center for American Indian Enterprise Development \(NCAIED\)](#) and typically features an awards gala, national fundraiser and scholarship presentations to deserving American Indian undergraduate or graduate students majoring in business.

An already outstanding event was made even better this past year, thanks to the hard work of several SBA team members. SBA's Paul Smith, Oscar Padilla and Jill Andrews have spent years building relationships with Native American communities throughout the country. After months of discussion, the National Center agreed to move INPRO to the Santa Ana District (event was previously held in L.A.) and onto Tribal Land.

In addition to the move, a new component was added to the event for the first time. An American Indian Business Opportunity Fair took place, which included Indian Business Learning Sessions along with a Procurement Fair where businesses networked with corporations, tribal enterprises, and government agencies in informal matchmaking sessions. The "Strategies for Success" learning session featured distinguished speakers from the NCAIED Board of Directors, Pechanga Tribe of Luiseno Indians, Seminole Tribe of Florida and a leading Native-American owned strategy firm. The "Federal Certifications" session featured experts in the realm of government contracting. Nick Manalisay, part of SBA's Office of Government Contracting, conducted a seminar on procurement.

Santa Ana District Office staff members served on the planning committee, moderated panel presentations, conducted seminars, organized displays and matchmaking for Native American-owned businesses and government agencies, defense contractors, port authorities and other purchasers of goods & services.

The SBA's involvement at INPRO followed the historic signing of a Memorandum of Understanding between the SBA and two organizations- the Pacific American Indian Development Center (PAID) and [California Statewide Native American Business Enterprise Center \(CANABEC\)](#).

SBA's Santa Ana District Office is committed to supporting the Native American small business community in its economic development efforts and looks forward to partnering more closely with all parties involved in 2009!



Ernie Stephens, NCAIED Board of Directors; Jamie Fullmer, Chairman/CEO, Blue Stone Strategy Group; Richard Bowers, Vice-Chairman, Seminole Tribe of Florida



Margo Gray-Proctor, Vice-Chairwoman, NCAIED Board of Directors; Mark Maccaro, Chairman, Pechanga Tribe of Luiseno Indians



Attendees enjoying the Learning Sessions



Paul Smith, SBA; Nick Manalisay, SBA; Phil Bess, Alutiiq; Sandeep Davankar, Tapa EC, LLC; Michelle Stratton, U.S. Army Corp of Engineers (Sacramento District); Mary Conway-Jepsen, PAID (Native American PTAC)



Approximately 35 corporations and government agencies met with Native American businesses to discuss contracting opportunities



Ronald Solimon, Chairman, NCAIED Board of Directors and Scott Gregory, Acting President/CEO, NCAIED address gala attendees



Gala attendees enjoyed a dance performance



SBA's Jill Andrews, Paul Smith and Oscar Padilla

Get A Jump On Tax Season By Tuning In To IRS's Tax Talk Today Program

The 2009 filing season is right around the corner. The Internal Revenue Service's January Tax Talk Today (TTT) program, "Getting Ready for Filing Season 2009", on Tuesday, January 13, 2008 at 2 p.m. gives small businesspeople a head start with a special, 100 minute program.

Tune in to this extended program to hear TTT panelists discuss updates to forms, the latest tax law changes, common error to avoid, and IRS processing issues that will assist you in preparing your 2008 business returns.

Sponsored by the IRS, Tax Talk Today is a free, live, monthly interactive Web cast aimed at educating tax professionals and their business clients on the most contemporary and complex tax issues. They are encouraged to watch and submit questions.

To access the Web cast at no charge, viewers can register online at [Tax Talk Today: Welcome](http://www.taxtalktoday.com) (www.taxtalktoday.com). They can view Tax Talk Today with Windows Media Player and Real Player. Both players are free software that may already be installed on your computer. If not, click the link for Installing System Software to view Internet Broadcast under "[How to View](#)".

The next show, "Surviving an IRS Audit", scheduled for Tuesday, March 10, 2009, might also be of interest to you.

To learn about the availability of IRS products and services, subscribe to IRS's e-News for Small Businesses. To see a representative sample and to start a free subscription to e-News, just go to the [Small Business section of the IRS.gov website](#), type in your e-mail address and submit.

Insight & Inspiration - Business Plan Workshop

If you wanted to drive from New Hampshire to Texas, would you use a map? Of course you would! Well, the same goes for owning and running your own business.

A business plan is that 'map'. Take the time to make an appointment with one of our Resource Partners (links are at the top of this e-newsletter, left side) and use their expertise to help you create a business plan.

After, follow the plan! This is key; why take the time to create it if you don't follow it? Now, if you created one a while back, be sure to review it before following up, given the different economic times we currently find ourselves in.

[Visit this link](#) for an excellent online workshop to help you start and improve your business plan.